



# The AIBs 2018

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The 14th International Awards for Factual Content

## Partnership Opportunities



# Welcome

## CELEBRATING THE BEST

The Association for International Broadcasting has been recognising and rewarding the world's best factual content across television, radio and online since 2005.

2018 is the fourteenth year of this highly-respected international competition that each year attracts entries from story-tellers on every continent.

The *A/Bs* are run by the Association for International Broadcasting, the global trade body that represents, supports and promotes broadcasters. This competition is just one of our activities through the year – it is our most high-profile event.

The *A/Bs* are a truly international event and offer our partners nine months of brand exposure and accessibility.

We start our promotional work in April, reaching tens of thousands of journalists, editors, producers and directors in over 150 markets globally. The *A/Bs* stay highly visible over the following months as we remind entrants of the categories, the deadline and the highlights of the competition.

In the summer, we shortlist before sending the work to our international panel of judges, representing the world's media industry.

Then in November, we stage our gala awards evening in London. It's an event that people return to year after year. It is informal and it reflects the Association's commitment to be collaborative and to share insights and to hear great ideas, wherever they come from.

Each year, we are humbled to receive the most remarkable feedback from our guests. They tell us that the *A/Bs* are insightful, thoughtful, captivating, important and inspiring.

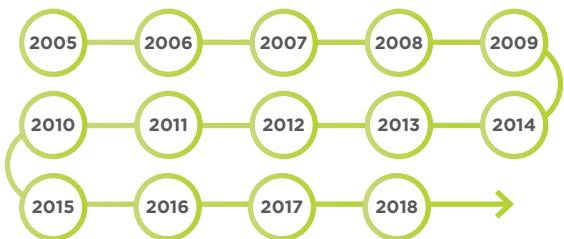
Now I should like to extend an invitation to you to partner with the *A/Bs* 2018. This annual competition provides the opportunity to align your brand with the world's very best factual content. It's a unique opportunity to associate your brand with success on an international scale.

This booklet explains more about the *A/Bs* and the opportunities that you can take advantage of. Take a look and then talk to us about how you can position your brand at the centre of success in factual television, radio and online productions.

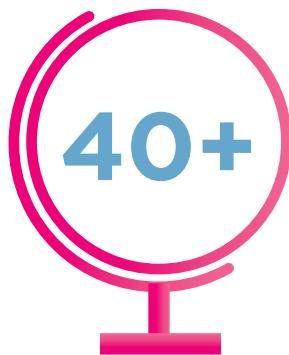
I look forward to welcoming you as a partner of the *A/Bs*.



Simon Spanswick  
Chief Executive



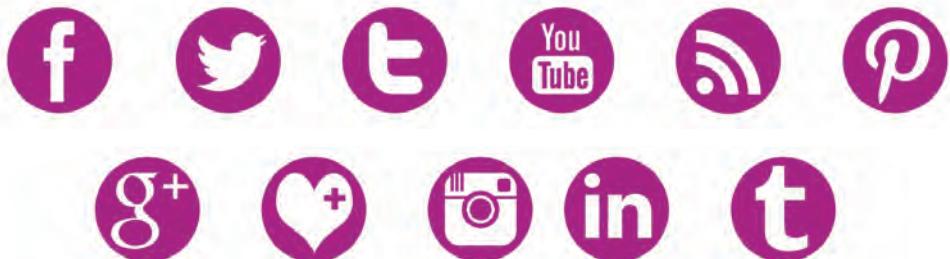
14 years of celebrating success in factual TV, radio and online



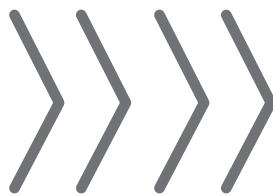
countries enter the competition

335,000+

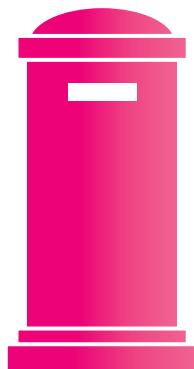
Individual Marketing Impressions



400+ entries received in 2017



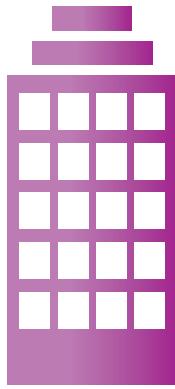
21 AIBs presented in 2017



4,000 printed entry books mailed internationally



9 months of promotion & reporting



2,500+ media companies reached globally



50+ expert judges from media companies around the world

84 bottles of champagne consumed



## GET INVOLVED

There are compelling reasons to sponsor the 14th annual *A/Bs*. Sponsorship demonstrates that your brand is closely associated with the world's very best television, radio and online productions. Sponsorship delivers outstanding value and global reach for up to nine months of constant brand exposure in more than 150 markets.

In 2018, there will be a mix of physical and on-line marketing to ensure greatest possible exposure of the *A/Bs* and the brands that choose to partner with this major competition.

## ALIGN WITH THE WORLD'S BEST

Aligning your brand with the *A/Bs* allows you to demonstrate that you are committed to the very best in factual productions on an international scale. You can use the *A/Bs* to show that you are passionate about content creation and delivery, aligning your brand with excellence in the global media industry. Nine months of direct promotion by the Association for International Broadcasting, plus coverage in trade and consumer press in multiple markets, ensure that your brand will be recognised globally. Build on the standing that you have in the industry through association with the annual *A/Bs*.

## GLOBAL REACH FOR YOUR BRAND

The promotional work for the annual *A/Bs* includes high-quality printed material, such as the entry book, as well as e-shots. Promotional activity reaches a constantly growing number of media leaders, executives, producers, presenters, editors, journalists and production staff through our regular e-news briefings to the industry, our international media magazine *The Channel* and special networking events.

# GLOBAL SUCCESS

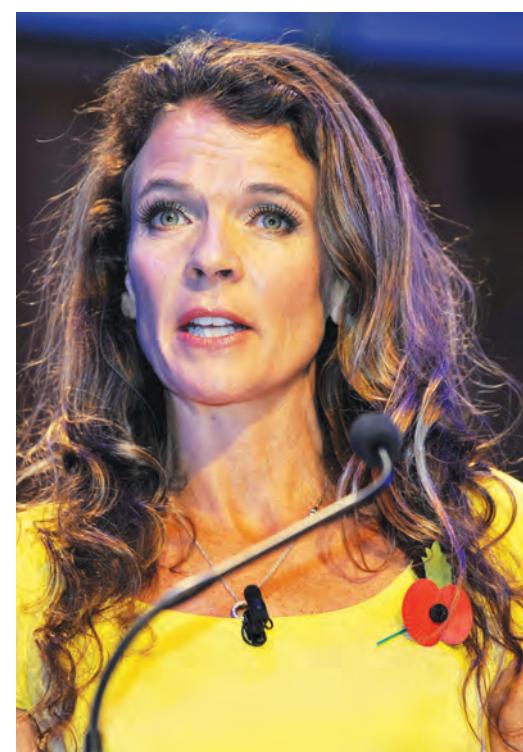
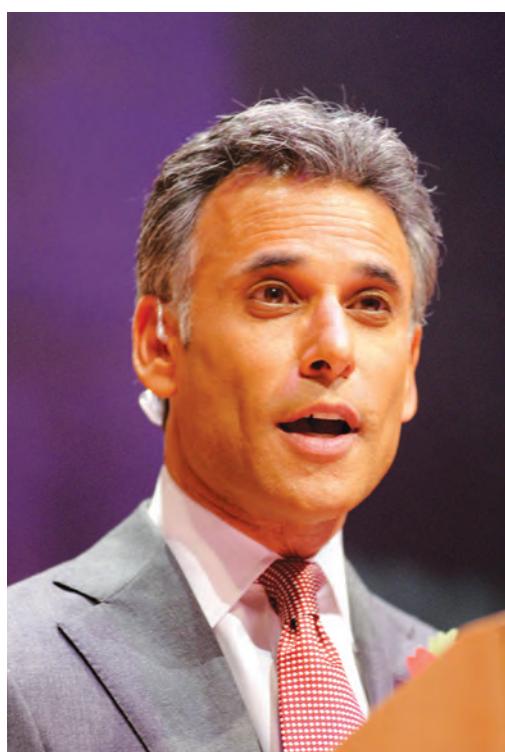


A selection of the companies that have won at the *AIBs* in recent years

3FM  
ABC  
ABC Radio Australia  
ABS-CBN  
Al Jazeera  
Al Jazeera Children's  
Al Jazeera English  
Alhurra  
Antena 3  
Arte France  
Atlantic Productions  
Bayerischer Rundfunk  
BBC Arabic  
BBC Burmese  
BBC Global News  
BBC Natural History Unit  
BBC News  
BBC Newsround  
BBC Northern Ireland  
BBC Persian  
BBC Radio 5 Live  
BBC World  
BBC World News

BBC World Service  
BFBS  
Bloomberg  
Blue Chalk Media  
BSkyB  
CBC - Radio Canada  
CBS News  
Channel 4  
Christian Broadcasting Association  
Classic FM  
Clover Films  
CNBC  
CNN  
Czech Radio  
Danish Broadcasting Corporation  
DB Corp  
Deutsche Welle  
e-News Channel  
Eurosport  
Flying Cloud Productions  
France 24  
Fusion  
Grey Heron Media





## THE EVENT

The *AIBs* 2018 will be presented at our awards gala dinner at LSO St Luke's on 7 November. This is a sell-out event, with guests attending from countries around the world, including Australia and New Zealand, Argentina and South Africa, Canada and the USA, India and Sri Lanka, Singapore and the Philippines.

As the trade association for international broadcasting, the AIB is delighted to be able to work with its Members to deliver a first-rate event that is remembered and discussed long after the night. Each year the host is a main presenter from an AIB Member.

Among the distinguished journalists and presenters who have hosted the *AIBs* in previous years are: Barbara Serra, Al Jazeera English; Mishal Husain, BBC; Annabel Croft, Eurosport; Mark Owen, France 24; Evgenia Altfeld, RTG TV; Francine Lacqua, Bloomberg; Vanessa Mock, Feature Story News; Melissa Bell, France 24; Mark Barton, Bloomberg; and Matthew Amroliwala, BBC World News.



# WHY SPONSOR THE AIBS 2018?

This isn't just another awards ceremony. It is the principal showcase of factual content across television, radio and online platforms and a highly-respected and influential competition.

## PREMIUM BRAND EXPOSURE

The *AIBs* are your opportunity to reach both programme makers and broadcasting executives across the world over an extended nine-month period. Experience the value of the high-level recognition and publicity you will achieve by sponsoring the *AIBs*. You will reach the highest quality and most targeted group of influential media practitioners in the global broadcasting industry.

A range of branding opportunities has been developed to suit every budget, ensuring your company remains front of mind among delegates from the launch of the *AIBs* in April through to the glittering awards night in November. Sponsors will benefit from enhanced brand exposure in web and print throughout this nine-month period. And naturally we are happy to explore other ideas that you may have to make your brand stand out in the competitive media marketplace.

For consumer brands, the *AIBs* offer a way to reach the world's most influential journalists, presenters, editors and producers who have a combined weekly audience of billions of people.

For business brands, the *AIBs* provide a unique platform that allows you to influence buying processes and decisions in the highly competitive media marketplace.

## MAKE DIRECT CONTACT WITH YOUR TARGET AUDIENCE

The *AIBs* have been shaped to maximise collaboration, networking and sharing. The *AIBs* are a valuable experience for participants and sponsors alike. With the winning combination of our awards gala evening and our Masterclass, the *AIBs* provide unique opportunities for formal and informal networking with the world's most influential programme makers, journalists, executives and other opinion leaders across the media industry.



## EVENT PARTNERS

We are inviting organisations to participate in the *A/Bs* 2018 as Event Partners.

We offer a flexible range of packages to accommodate the needs of either a single Event Partner or multiple Event Partners, depending on the level of commitment. Since every package is individually constructed, the Association for International Broadcasting is able to help Partners derive the very best return on investment.

Event Partner packages allow organisations to demonstrate their commitment to and support of factual programming, a genre of the media that is vital to democracy and society. Organisations can, for example, use their partnership with the *A/Bs* to show their involvement in factual programming, or to demonstrate their social responsibility through support of this essential programming genre.

Each of the Event Partner packages offers maximum brand exposure through prominent branding for up to nine months, including all promotional activity across the call for entries, AIB publications and e-newsletters. In addition, a Partner's brand will feature prominently at the *A/Bs* awards night in November, and in follow-up publicity.

### **NAMING**

If a single Event Partner wants exclusivity in its support of the evening, then the *A/Bs* can be co-branded with the Partner's brand.

Where there are multiple Event Partners, each Partner will have prominent brand exposure. This includes consistent branding during the entire nine-month period from the launch of the call for entries in April to the final year-end round-up of the *A/Bs* 2018 in December.



## MEMBERSHIP

- The Event Partners will benefit from one year's Membership of the AIBs Advisory Group.
- Event Partners will also be able to join the Association as a full member at a discounted rate for their first year.

## PRE-EVENT

- Logo in prime position on the special AIB awards websites and on the Association for International Broadcasting's main website
- Company description on the AIBs websites
- Link from the AIBs website to their websites

## • Logo on all email collateral

- Premium placement of full page advertisement and editorial copy in the AIBs entry book
- Logo on the "invitation to enter" letter that accompanies the AIBs entry book

## • Company name engraved on each award trophy

- One table of 10 at the awards dinner (additional tables available at extra cost)

## EVENT

- Logo on screen video during champagne reception and dinner
- Logo and company description in the awards dinner programme
- Acknowledgement as Lead Sponsor during awards on-stage opening
- Premium placement of full page advertisement and editorial copy in the AIBs Winners book

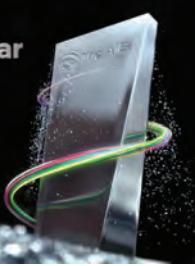
## POST-EVENT

- Continuing brand exposure on the AIBs website and in the digital page-turning edition of the Winners book
- Co-branding featured in awards press releases with winners and other details

## COST

Price on application

**Presenter of the Year**  
Audio



**Interactive**



**Arts and Culture**  
Video



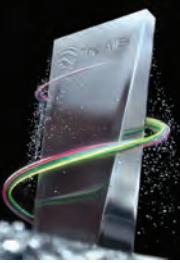
**Arts and Culture**  
Audio



**Human Interest**  
Video



**Human Interest**  
Audio



**Investigative**  
Audio



**International Affairs**  
Video



**Investigative**  
Video



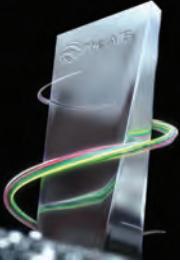
**Sport**



**Presenter of the Year**  
Video



**Impact**



**Breaking News**  
Video



**Continuing News**  
Audio



**Continuing News**  
Video



**Children's and Youth**



**News Feature**  
Audio



**News Feature**  
Video



**Politics and Business**



**Science, Technology  
and Nature**



**Short Documentary**



# CATEGORY SPONSOR

Celebrating the best in factual programme-making across TV, radio and online, the *AIBs* reward the most compelling story-telling and demonstrate the most creative production values.

As a category sponsor, you will gain extensive brand visibility before, during and after the 2018 *AIBs* thanks to the large-scale promotional work we do and because of the follow-up coverage in trade and consumer press globally.

You'll see your brand in all our promotional material, including on our awards website at [theaibs.tv](http://theaibs.tv). You'll have extensive branding on the night of the awards with your logo on screen throughout the evening. You'll be able to present the award in your sponsored category to the winner on stage. And you will receive on-the-page advertising in a range of AIB publications, including our Entry Book (for sponsorships agreed before 10 March 2018) and our Winners Book.

## PRE-EVENT

Logo on the *AIBs* website and on the Association for International Broadcasting website  
Company description on the *AIBs* website  
Link from the *AIBs* website to your website  
Logo on all email collateral  
Full page advertisement in the *AIBs* entry book

## EVENT

Logo on screen video during champagne reception and dinner  
Logo and company description in the awards dinner programme  
Half page advertisement in the *AIBs* Winners book  
Four places at the awards dinner (additional places available at extra cost)

## POST EVENT

Continuing brand exposure on the *AIBs* website and in the digital page-turning edition of the Winners book  
Sponsorship acknowledgement in the *AIBs* 2018 press releases

## COST

Price on application



# CHAMPAGNE WELCOME RECEPTION

With this package, you will gain extensive brand exposure as the guests are welcomed to our glittering awards night in London on 7 November.

As sponsor of the memorable opening reception you will be able to brand the drinks reception area and add video screens if you wish. You might want to provide give-aways to guests during the hour-long reception or in the gift bags each attendee receives at the end of the evening.

The champagne reception is a great place to meet the most talented programme makers together with executives and key opinion formers from around the world.

## **PRE-EVENT**

Logo on the *AIBs* website  
Company description on the *AIBs* website  
Link from the *AIBs* website to your website  
Logo on all email collateral  
Full page advertisement in the *AIBs* entry book

## **EVENT**

Logo on screen video during champagne reception and dinner  
Logo and company description in the awards dinner programme  
Half page advertisement in the *AIBs* Winners book  
Two places at the awards dinner (additional places available at extra cost)

## **POST EVENT**

Continuing brand exposure on the *AIBs* website and in the digital page-turning edition of the Winners book  
Sponsorship acknowledgement in the *AIBs* 2018 press releases

## **COST**

Price on application



# CORPORATE NETWORKING

A table at the *AIBs* 2018 awards dinner provides a vital opportunity to enhance and develop business relationships, and to share the success of international factual productions.

With a table at the *AIBs* you'll be able to impress your clients and demonstrate your commitment to supporting the world's highest quality factual programme making.

## ON SITE

A table of ten places at the *AIBs* awards dinner at LSO St Luke's in London on 7 November.

The evening includes the opening champagne reception; the three-course dinner; unlimited red and white wine; coffee and chocolates; and the awards themselves.



# WINNERS BOOK ADVERTISING

Our annual Winners Book is handed to each attendee at the awards night on 7 November.

This beautifully produced, perfect-bound book celebrates the winners and those receiving high commendations. The Winners Book includes comments from our global panel of judges, high-quality photography and more. It's a great souvenir of the evening and we're asked for additional copies by participants who want to share their success with colleagues (and perhaps competitors, too!).

Naturally, the Winners Book is also available online to the global audience that the Association for International Broadcasting reaches throughout the year. As well as the Winners Book, advertisements can also be booked in our perfect-bound Programme for the evening that contains credits for all shortlisted entries.

## **Winners Book**

Double page spread, full page, half page and quarter page advertisements are available, including premium positions

## **Cost**

Price on application



# MASTERCLASS

With this package, you will gain extensive brand exposure by sponsoring the *A/Bs* 2018 Masterclass that will take place in London on 8 November, the day after the awards ceremony.

This is a unique event where a select range of winners and highly commended entrants talk about their productions in detail. Our expert moderators facilitate the conversation in this informal yet highly productive half-day event that is attended by producers, editors, journalists, writers and directors from broadcasting organisations and production companies from all over the world.

## **PRE-EVENT**

Logo on the *A/Bs* website  
Company description on the *A/Bs* website  
Link from the *A/Bs* website to your website

## **EVENT**

Logo on screen video during welcome and networking segments of the Masterclass  
Logo, company description and full page advertisement in the *A/Bs* Masterclass event printed programme  
Two places at the Masterclass (additional places available at extra cost)

## **POST EVENT**

Continuing brand exposure on the *A/Bs* website and in the digital page-turning edition of the Masterclass printed programme

## **COST**

Price on application



Association for International Banks

# VENUE INFORMATION

The AIBs 2018 return to the iconic LSO St Luke's, on the edge of the City of London, on Wednesday 7 November.

LSO St Luke's is an 18th-century Grade 1 listed Hawksmoor church, restored to become the home of the London Symphony orchestra's community and music education programme, LSO Discovery.

The intimate and unique space of LSO St Luke's has proved the perfect venue for the Association for International Broadcasting's international awards evening. We have returned here for the past six years and our guests from all over the world have told us how much they like it. There is always a surprise and "wow" factor as you enter one of London's historic buildings that has been brilliantly adapted for the modern media age.

**LSO St Luke's  
161 Old Street  
London  
EC1V 9NG  
United Kingdom**



## CONTACT THE SPONSORSHIP TEAM

The Association for International Broadcasting's sponsorship team is available to answer any questions you may have.

The team will also be pleased to discuss any ideas you may have for supporting the AIBs 2018 - we're open to suggestions as we want all our sponsors to be part of the collaborative approach that the Association encourages in everything it does.

Please contact Tom Wragg, Business Development Director on

T +44 20 7993 2557  
E [tom.wragg@aib.org.uk](mailto:tom.wragg@aib.org.uk)

[www.theaibs.tv](http://www.theaibs.tv)



# AIB

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